

# **CONTEXT SENSITIVE ADVERTISEMENT DELIVERY FRAMEWORK**

## **ABSTRACT OF THE DISCLOSURE**

A system, method and computer program product are provided for context-sensitive advertising. Initially, a signal is received from a mobile wireless device. Next, an identifier associated with the mobile wireless device is identified after which a state of the mobile wireless device is ascertained. Still yet, a location of the mobile wireless device is determined. The identifier, state, and location are then updated in a profile database utilizing a context engine. Next, the location of the mobile wireless device is associated with a landmark in the profile database. Further, advertisements are selected from an advertisement database based on the identifier, state, location, and landmark of the mobile wireless device utilizing the context engine. In use, the advertisements are transmitted to the mobile wireless device.